

MOONLIGHT TOBACCO COMPANY  
1996 EXPANSION ANALYSIS

Region	Store Count	Avg. Weekly Ctns./Wk	Est. SOM	Moonlight Ctns./Wk Per Store	Est. Weekly Volume	Annual Volume	1996 Volume	Media Spending	PR/ Prom.	Prom.- Var.	Total Spending	Spending \$/M*
Chicago												
Existing Accounts	300	100	2.28%	2.3	0.14	7.11	7.11					
Expanded Distribution	2,200	175	1.00%	1.8	0.77	40.04	30.03					
Subtotal	2,500				0.91	47.15	37.14					
New York												
Existing Accounts	450	100	2.30%	2.3	0.21	10.76	10.76					
Expanded Distribution	750	175	1.00%	1.8	0.26	13.65	10.24					
Subtotal	1,200				0.47	24.41	21.00					
Seattle												
Existing Accounts	250	100	1.28%	1.3	0.06	3.33	3.33					
Expanded Distribution	300	175	1.00%	1.8	0.11	5.46	4.10					
Subtotal	550				0.17	8.79	7.42					
Total Existing Markets	4,250					80.36	65.57	\$1,300.0	\$476.2	\$327.8	\$2,106.0	\$32.12

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<u>East Coast Markets:</u>												
Boston												
Metro & Surrounding Area	2,000	175	1.50%	2.6	1.05	54.60	36.40	\$850.0	\$80.0	\$422.0	\$1,352.0	\$37.14
Philadelphia												
Metro	400	175	2.00%	3.5	0.28	14.56	9.71					
Surrounding Territories	400	175	1.00%	1.8	0.14	7.28	2.43					
Subtotal	800				0.42	21.84	12.13	\$500.0	\$50.0	\$156.7	\$706.7	\$58.24
Baltimore												
Metro	250	175	2.00%	3.5	0.18	9.10	6.07					
Surrounding Territories	250	175	1.00%	1.8	0.09	4.55	1.52					
Subtotal	500				0.26	13.65	7.58	\$180.0	\$40.0	\$97.9	\$317.9	\$41.92
Atlanta												
Metro & Surrounding Area	2,000	125	2.00%	2.5	1.00	52.00	34.67	\$400.0	\$80.0	\$413.3	\$893.3	\$25.77
JC Metros												
Metro	900	175	2.00%	3.5	0.63	32.76	21.84					
Surrounding Territories	900	175	1.00%	1.8	0.32	16.38	5.46					
Subtotal	1,800				0.95	49.14	27.30	\$180.0	\$50.0	\$352.5	\$582.5	\$21.34

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<b>Cleveland/Columbus</b>												
Metro	500	200	2.00%	4.0	0.40	20.80	13.87					
Surrounding Territories	500	200	1.00%	2.0	0.20	10.40	3.47					
Subtotal	1,000				0.60	31.20	17.33	\$200.0	\$40.0	\$206.7	\$446.7	\$25.77
<b>Phoenix</b>												
Metro	800	180	1.75%	3.2	0.50	26.21	17.47					
Surrounding Territories	250	180	1.00%	1.8	0.09	4.68	1.56					
Subtotal	1,050				0.59	30.89	19.03	\$300.0	\$40.0	\$221.2	\$561.2	\$29.49
<b>Fixed Expansion Spending</b>								\$200.0	\$800.0	\$0.0	\$1,000.0	
<b>Total</b>	13,400					333.67	220.02	\$4,110.0	\$1,658.2	\$2,198.1	\$7,966.3	\$36.21
<b>Total - New Markets</b>	9,150					253.32	164.45	\$2,810.0	\$1,180.0	\$1,870.2	\$5,860.2	\$37.94